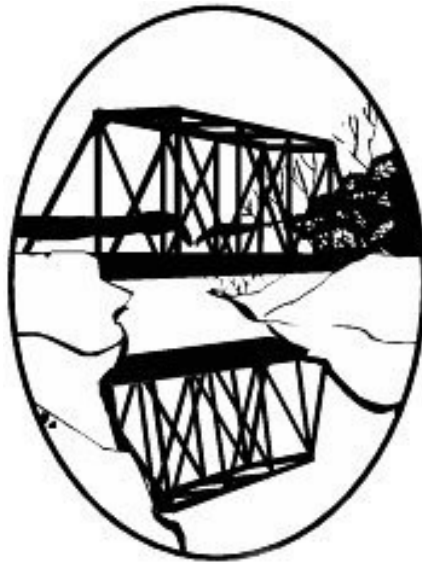


# Churchill Community Coalition



## Community Prevention Plan

**A comprehensive, research based plan to reduce  
substance abuse and increase healthy youth and families  
in Churchill County Nevada.**

**Communities That Care®  
Seven-Step Prevention Planning Model  
Strategic Prevention Framework**

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*Update March 2004, Update March 2005, Update May 2006, Update May 2007*

# Comprehensive Community Prevention Plan

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# Churchill Community Coalition

## Mission Statement:

“To develop a thriving community through a cooperative youth risk behavior and substance abuse prevention effort.”

### Community Snapshot Churchill County

The past 30 days in a typical high school classroom of 30.

- Approximately 15 youth have consumed alcohol.
- Approximately 7 youth have smoked marijuana.
- Approximately 9 youth have smoked cigarettes.
- Approximately 2 youth have used cocaine.
- Approximately 2 youth have sniffed glue or huffed.

Lifetime substance abuse in a typical high school classroom of 30.

- Approximately 24 youth have consumed alcohol.
- Approximately 4 youth have used methamphetamine.
- Approximately 19 youth have smoked cigarettes.
- Approximately 3 youth have used cocaine.
- Approximately 13 youth have smoked marijuana.
- Approximately 5 youth have sniffed glue or huffed.

In a typical classroom of 30, youth report getting alcohol from...

- Approximately 6 from home.
- Approximately 10 from friends.
- Approximately 2 had alcohol purchased by an adult.
- Approximately 1 purchased his or her own alcohol.

Youth Risk Behavior Survey 2005

# Executive Summary

A healthy community is built one member at a time. The most precious assets a community has indeed are the members upon which the community is built. Churchill County has a long history of valuing the individuals that together make up the unique communities that populate the vast geographic area of north central Nevada. Although the Churchill Community Coalition may be relatively young in it's organization, the history of collaboration and community building in Churchill is long and rich.

The mission of the coalition supports the history of the communities of

THE SOLUTION TO ADULT PROBLEMS TOMORROW DEPENDS ON LARGE MEASURE UPON HOW OUR CHILDREN GROW UP TODAY.

-Margaret Mead

Churchill with a focus on building a thriving community through cooperation and forethought or prevention. The realities of the world that Churchill is a part of require that our community works diligently to create and sustain an environment that supports the healthy development of young people from birth into adult-

hood.

Although it remains true that the family has the first opportunity for influence on the growing child, children grow up in the context of schools, peers, local communities and the global community as well. As they grow, their development is influenced by interactions within all of these domains.

The role of the coalition is to coordinate the ability for each of these domains to improve the opportunity for children to grow into happy, healthy, and productive members of the community they will live in.

The coalition provides a system for interaction between members of the various domains. The coalition provides a forum for communication, for collaboration, for leveraging, for training, for new ideas, and for coordination. As community members work together, their efforts are leveraged and together, they have the ability to accomplish more with less.

The challenges facing youth and families in Churchill today continue to evolve and reflect the changes found in all areas of the world. The collaboration of coalition members provides a forum upon which the community is better prepared to respond to the changing needs of youth and families.

The coalition has adopted research based strategies for managing a system to build a healthy community. The prevention plan laid out in this

## STRATEGIES

1. Support a comprehensive, community wide system to sustain effective prevention programs and services.
2. Support existing and implement new research based prevention programs and services that will reduce priority risk factors and increase protective factors.
3. Inform and educate the community about substance abuse and related issues as well as available prevention services.

document reflects the ongoing efforts of local community members. This plan is presented to the community by local parents, teachers, business owners, government officials and other caring and concerned adults. This plan emphasizes the value of building upon the strengths or assets of the community while mitigating the risks that can impede the healthy growth of our youth. Successful implementation of this plan depends to a large extent upon the continued support and cooperation from all corners of our community. It is indeed possible to achieve the mission outlined by the coalition. Success will require a belief that it is possible, and relentless persistence toward achieving the desired outcomes. All great accomplishments usually do!

Priority Risk Factors	
Community	Availability of Drugs
Family	Family Management Problems
School	Lack of Commitment to School
Individual / Peer	Early Initiation of Problem Behavior

# Substance Abuse Prevention Overview

Hundreds of years ago, barbers who used techniques like “blood letting” practiced medicine. Fifty years ago, school counseling was conducted by teachers or athletic coaches who had no formal training in counseling or human behavior. In the alcohol and other drug field, twenty years ago nearly all treatment providers were alcoholics and addicts in recovery who used only their own recovery experience to help others.

As we know, physicians now undergo years of academic training and extensive internships. Nearly all school counselors complete graduate-training programs specifically designed for this field. Finally, more and more universities have undergraduate and graduate courses of study in addiction counseling. Professions often evolve in this manner. The evolution of the field of prevention began in the 1950's with films and speakers using scare tactic strategies. During the 1950's the national perspective was that drugs were a problem of the ghetto. By the late 1960's the national perspective changed and drug use was considered a national epidemic. During the 1970's drug education curricula based on factual information was developed and by the late 1970's parents began to form organizations to combat the incidence of drug abuse. In addition to drug education, new prevention strategies began to

emerge including, decision making, values clarification and alternatives to drug use. During the late 1980's research to determine "what works" in prevention began. In the mid 1990's and into the new millennium, replication of research-based prevention began. The results of these efforts have produced knowledge about the impact and effectiveness of substance abuse prevention. Today the prevention field faces a challenge in that new requirements upon schools severely reduce the amount of time and resources, especially those of counselors, to do anything

besides meet minimum standards  
and testing requirements.

Substance abuse remains one of today's most challenging health and social problems. Early involvement with alcohol, tobacco, and other drugs has been clearly linked to later abuse and criminal activity. Successful prevention planning involves multiple steps. The coalition is using research based steps for developing effective prevention in Churchill County.

## EFFECTIVE PREVENTION PLANNING

*(Community Building Process)*

1. Determine if community members view substance abuse as a problem, and if they are ready to do something about the problem.
2. Review youth surveys and other local data to determine what risk and protective factors exist in the community.
3. Prioritize which risk factors should be addressed.
4. Determine which community resources are already in place.
5. Determine who will benefit most from programs and services.
6. Identify programs and services that have been shown to effectively address the priority risk factors.
7. Evaluate to determine if the prevention programs and services are accomplishing the goals.

## Coalitions

Coalitions provide a strategic approach to prevention. Through the early 1980's, prevention of alcohol, tobacco, and other drug problems was viewed as primarily an educational effort. The focus was on efforts to change individual behavior,

usually through classroom lessons. However, experience as well as research have shown that a **coordinated approach** can be significantly more effective. Coalitions that have a written strategic plan with measurable objectives are significantly

more likely to report having a direct impact on reducing alcohol, tobacco and other drug use as well as other problem behaviors in the communities.

# Development of the Churchill Community Coalition

Churchill County has a unique and notable history of agency collaboration. In 1987, the Drug Free Schools and Communities Committee was organized and worked together for 14 years. Agencies formed strong partnerships during this time. In the fall of 2000, a dedicated group from the Safe, Drug Free Schools and Communities Committee and other community representatives began meeting monthly to develop a more formal system for managing local prevention services. Committee representatives received training in the Communities That Care® (CTC) community building process. With the assistance of a consultant and a very dedicated school district VISTA member, the Churchill Community Coalition was born.

Although there was reluctance to give up an organization that had proved beneficial for so long, in the spring of 2001 it was decided that

the Churchill Community Coalition would continue the work of the Safe, Drug Free Schools and Communities Committee. Existing partnerships made it easy for the Coalition to evolve.

By June of 2001, the Coalition had conducted a comprehensive community assessment, developed a Prevention Plan, and had made application for non-profit status. In June of 2001, officers were elected, draft by-laws adopted, and the Prevention Plan accepted by the membership. In January of 2002, the Coalition hired a full-time Director and a full-time Prevention Specialist.

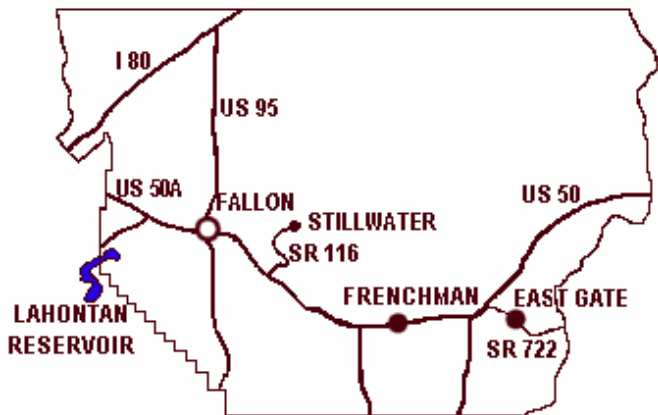
Since that time the Coalition has continued to build successful prevention initiatives and has spearheaded environmental campaigns. The Coalition has worked with Nevada State Bureau of Alcohol and Drug Abuse to bring State Incentive Grant funding to the community to fund pre-

vention programming , and the Coalition has participated in a number of community prevention activities and has continued to work to obtain funding and resources for Churchill County youth and families.

The Coalition continues to grow and evolve as a community system for managing effective prevention. Members strengthen the coalition by attending the annual Coalition Leadership Forum in Washington D.C. and by participating in a variety of trainings; bringing knowledge back to the community about fund-raising, grant writing, evaluation, and perhaps most importantly about prevention strategies that may work best for Churchill youth and families.,

## Area Served

The Churchill Community Coalition serves the geographic area of Churchill County, NV which covers 4,929 square miles in west/central Nevada. Churchill County has only 4.9 people per square mile and contains no metropolitan areas, as defined by the US Census Bureau. The major population center in Churchill County is Fallon, and Churchill County also is home to Naval Air Station, Fallon, which is one of the largest military air bases in the world.



### Churchill County at a Glance

Population*: 26,585
White*: 79.5%
African American or Black*: 1.9%
Native American*: 5.1%
Asian/Pacific Islander*: 3.5%
Hispanic or Latino*: 10.0%
Foreign Born Persons: 6.0%
Persons Under 18: 25.6%
Male: 50.2%
Female: 49.8%
Per Capita Income: \$19,264.00
Persons Below the Poverty Line: 8.7%
High School Graduates (Age 25+): 85.1%
Bachelors Degree or Higher (Age 25+): 16.7%
Persons with a Disability (age 5+) 4,109

*\* Nevada State Demographer's 2005 Estimate  
Remainder: US Census Bureau*

# Community Readiness and Mobilization

The success of a community coalition depends to a very large extent upon the willingness of caring community members to get involved and provide the leadership necessary to persistently work toward achieving the vision.

Community readiness is the extent to which a community is adequately prepared to implement a prevention program. Community mobilization is the act of engaging all sectors of the community in a coordinated prevention effort. The Churchill Coalition followed the stages of community readiness and mobilization established by NIDA and relied upon the experience of coalition members in following those strategies.

Quarterly Coalition meetings have been conducted for the past five years and have brought together individuals from diverse areas within the community. Members inform each other about programs that are ongoing, and engage in dialogue and research to address unmet needs and to identify new funding sources. One program is featured at each meeting to provide members with a more in depth understanding of the value of that program.

Small group and one on one discussions are held regularly with community members to introduce potential new members to the benefits of coalition participation. Presentations have been made to the Churchill County Commission, Fallon City Council, and Churchill County School Board. This has provided information to those in a position to support, financially and politically, programs and partnerships in prevention efforts. It has been a way to educate policy makers, through community assessment tools, on the

challenges and successes of the array of programs offered.

Presentations have been made to the Rotary and the Optimist Clubs, as well as other community organizations that have succeeded in providing support for programs as well as increased membership in the Coalition. Business leaders become aware of programs and strategies that improve their community and come to realize that all youth serving groups and organizations are working together to solve the challenges and meet the needs of our youth.

The Coalition Website continues to provide information about organizations and programs, which address youth problem behaviors.

The Coalition has several informational publications and distributes these through out the community and via its Associate RADAR Network Site. The Coalition works to distribute information to local media regarding Coalition and community activities and events, and includes this information on its website. Shirts and items with the Coalition Logo and Mission serve to increase awareness and promote the activities and services of the coalition among community members.

The Churchill Community Coalition continues to develop the community's readiness for prevention using strategies established by National Institute on Drug Abuse (NIDA) including expanded educational outreach and ongoing local media campaigns.

## Key Stakeholder Survey

In 2004 a survey was conducted with a number of key leaders in Churchill County. This survey, which was part of the State Incentive Grant (SIG) project, and found that most respondents thought that there was agency collaboration, shared ideas, and use of valid research. Respondents also were positive about what can be accomplished through the Coalition, and 75% of respondents stated that their agency was committed to the Coalition. The survey also found that while most respondents reported being committed to the Coalition, and equal number of respondents indicated that they would be "unlikely" to take a leadership role as those who responded "likely" and "very likely". The survey found that the respondents rated diversity of membership as an area for improvement, and that more education regarding science-based programs and gaps in services needs to be conducted.

**NEVER BELIEVE THAT  
A FEW CARING PEOPLE  
CAN'T CHANGE  
THE WORLD. FOR, IN-  
DEED, THAT'S ALL  
WHO EVER HAVE.**

**-Margaret Mead**

# Community Assessment: Risk and Protection

Like the risks involved in heart disease, research shows that certain risks may be present in a young person's life that increase the possibility of that youth becoming involved in problem behaviors. Likewise, there are protections that may exist in a young person's life that act as a buffer for a child impacted by risks.

Research shows that these risk factors are related to five problem behaviors including: delinquency, violence, substance abuse, teen pregnancy, and school dropout.

Protective factors, such as solid family bonds and the capacity to succeed in school help safeguard youth from substance use. Research has also demonstrated that exposure to even a substantial number of risk factors in a child's life does not mean that substance abuse or other problem behaviors will inevitably follow. Many children growing up in presumably high-risk families and environments emerge relatively problem-free. The reason, according to many researchers, is the presence of protective factors that reduce the likelihood that a substance abuse disorder will develop.

Information from the Churchill County assessment is constantly presented to Coalition and Community Members. Although data was not readily available for all research based risk and protective factors or assets, coalition members prioritized risk factors based on the available data and the experience and knowledge of the members. Survey data used in this assessment was administered as part of Nevada Department of Education's statewide Youth Risk Behavior Survey (YRBS) which is part of the United State Centers for Disease Control and Prevention (CDC) Youth Risk Behavior Surveillance System. Data presented in this

plan is taken from surveys conducted in 2001, 2003 and 2005. Archival data used in the community assessment were taken from a variety of sources including the BADA Needs Assessment and local agency data.. All data presented to coalition members is available through the Churchill Community Coalition.

**BUILDING A PREVENTION PROGRAM SHOULD BEGIN WITH AN UNDERSTANDING OF THE LOCAL FACTORS THAT PLACE YOUTH AT RISK OR PROTECT THEM FROM PROBLEM BEHAVIORS.**

Risk Factors Reviewed	
Community Domain	
	Availability of Drugs
	Community Laws and Norms Favorable Toward Drug Use
	Transitions and Mobility
	Low Neighborhood Attachment and Community Disorganization
	Extreme Economic Deprivation
	Family History of the Problem Behavior
Family Domain	
	Family Management Problems
	Family Conflict
	Favorable Parental Attitudes and Involvement in the Problem Behavior
School Domain	
	Early and Persistent Antisocial Behavior
	Academic Failure Beginning in Late Elementary School
	Lack of Commitment to School
Individual/Peer Domain	
	Alienation and Rebelliousness
	Friends Who Engage in the Problem Behavior
	Favorable Attitudes Toward the Problem Behavior
	Early Initiation of the Problem Behavior



## Protective Factors

Research on protective factors or assets explores the positive characteristics and circumstances in a young person's life and seeks opportunities to strengthen and sustain them. Among resilient children, protective factors or assets appear to balance and buffer the negative impact of risk factors. The concept of risk and resiliency helps a community to understand why young people initiate or refrain from problem behaviors. Many protective factors or assets can be developed among youth and may be used to prevent, postpone or reduce the likelihood of problem behaviors including substance abuse.

It is unfortunate that data historically focuses upon risk factors without the benefit of an in depth review of protective factors as well. Although protective factor or asset data is not readily available for Churchill County, the Churchill Coalition is committed to implementing a balanced prevention plan which focuses not only on understanding the factors that put local youth at risk for problem behaviors, but one that is committed to the development of protective factors, assets and resiliency while mitigating risk. Both risk AND protective factors exist at every level in which youth live and interact. The prevention plan encourages the building of resiliency within the individual, among peers, within the family, school, community and the overall environment in which our children are being raised.

You must be the change you wish to see in the world. - Mahatma Gandhi

## Protective Factor Data

The Churchill Community Coalition conducted a survey of its membership regarding members perceptions of protective factors in the community. The survey found that, generally, Coalition Members felt that the schools in Churchill County provide youth opportunities for pro-social involvement and recognize youth, and provide them rewards, for that pro-social involvement.

Oh the other hand, Coalition Members indicated that they felt families in Churchill County have more trouble with providing youth with these opportunities for pro-social involvement and rewarding and recognizing youth for pro-social involvement. This perception is reinforced by the Churchill Community Coalition's prioritized risk factor of family management and is actively addressed by Coalition programs like Creating Lasting Family Connections.

The survey also found that there was a perception that both adults and youth in Churchill County believe in a moral order, but Members indicated that youth were lacking in the social skills necessary to be successful citizens. The Membership also indicated that there is a generally feeling of neutrality regarding the ability of the community to provide youth with opportunities for involvement and rewards/recognition for that involvement. Membership also commented that youth in community are not aware of all the opportunities afforded to them.

The findings of survey are complemented by data. For example, in 2005, 72.6% of middle school students reported that they participated in extra school or non-school activities and 70.8% of high school students reported the same.

The lack of family opportunities and recognition/rewards is supported by the fact that over 62% of middle school students report watching TV, using a computer or playing video games for 2 or more hours on an average school day, and approximately the same number of high school students indicated the same. This deficit in protection is also supported by the number of child abuse/neglect reports in Churchill County with is 1.3 per 1,000 higher than Nevada as a whole. Family issues in Churchill County are also supported by the fact that the divorce rate in Churchill County is 9 per 1,000 higher than in Nevada as whole.

The Churchill Community Coalition has prioritized improving the protective factors provided by families, and the Coalition will continue to support the schools and community to continue providing opportunities for pro-social involvement and rewards and recognition for that pro-social involvement. The Churchill Community Coalition also will concentrate on supporting positive parent-child relationships, and enhancing the social skills and social emotional intelligence of youth in Churchill County.

# Priority Risk Factors

Community Assessment data compiled by the Churchill Community Coalition is updated and reviewed regularly. During the month of May 2006, the Board of Directors, with input from coalition members prioritized the following risk factors to better address the concerns of the community:

Each risk factor was selected on the basis of the striking nature of the data collected around it, and because it was felt that by addressing these risk factors the Coalition would be able to have the greatest positive impact on the youth of Churchill County.

Below are a few points supporting the choice of these risk factors as priorities for the Churchill Community Coalition:

Domain	Risk Factor
Community	Availability of Drugs
Family	Family Management Problems
School	Lack of Commitment to School
Individual / Peer	Early Initiation of Problem Behavior

## Availability of Drugs

- A greater percentage of youth in Churchill County report riding with a drunk driver, during the last 30 days, than in Nevada or the Nation.
- The number of students reporting having ever used cocaine, marijuana, or alcohol has increased.
- The number of students reporting daily use of alcohol in

Churchill County has increased and is higher than the rate in Nevada.

- 35% of high school seniors in Churchill County believe that teachers and adults at school are not concerned about preventing violence and tobacco, alcohol, and other drug use among students.

## Family Management

- The Churchill Community Coalition has determined after consulting with service providers and having Board discussion that Family Management is a major risk factor for our community, and while data is not readily available the Coalition will focus on this risk factor.

## Lack of Commitment to School

- Churchill County's dropout rate continues to improve overall, but the number of Native American students dropping out has increased to 6.4%.

## Early Initiation of Problem Behavior

- While the number of youth who report trying cigarettes, alcohol, and marijuana at a very early age has decreased, the percentage is still alarmingly high. This risk factors also has a profound effect on all youth risk behaviors.

## Community Laws and Norms Favorable Toward Problem Behavior

The Churchill Community Coalition also plans on focusing on the risk factor of "Community Laws and Norms Favorable Toward Problem Behavior", however scientifically verified indicator data for this risk factor is sparse at best. The Coalition feels that this risk factor goes hand-in-hand with the risk factor "Availability of Drugs" as these two risk factors are effected by many of the same model programs and can both be effectively addressed via the same environmental strategies programs. Thusly, the Coalition plans to focus on reducing both of these risk factors through community education, policy work, and support of enforcement.

Real generosity toward the future lies in giving all to the present. - Albert Camus

## AVAILABILITY OF DRUGS

*The more available drugs and alcohol are in a community, the higher the risk that drug abuse will occur in that community. Perceived availability of drugs is also associated with increased risk. In schools where children just think that drugs are more available, a higher rate of drug use occurs.*

## RISK FACTOR DATA

<b>Question 41</b> During the past 30 days, how did you usually get your own	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>Percent Change</b>
I didn't smoke cigarettes during the past 30 days	55.9%	75.1%	70.0%	-5.1%
I bought them at a store	11.5%	10.0%	6.9%	-3.1%
I bought them from a vending machine	1.5%	.3%	.6%	+.3%
I gave someone else money to buy them for me	15.4%	6.2%	7.8%	+1.6%
I borrowed (or bummed) them from someone else	7.2%	5.4%	8.8%	+3.4%
A person 18 years old or older gave them to me	2.6%	.8%	1.7%	+.9%
I took them from a store or family member	1.3%	.8%	1.1%	+.3%
I got them some other way	4.6%	1.4%	3.2%	+1.8%

<b>Question 65</b> During the past 12 months, has anyone offered, sold, or	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>Percent Change</b>
Yes	37.7%	33.5%	34.7%	+1.2%
No	62.3%	66.5%	65.3%	-1.2%

<b>Question 51</b> How do you usually get the alcoholic beverages	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>Percent Change</b>
I don't drink alcohol	31.7%	32.8%	35.1%	+2.3%
From home with parental knowledge	16.0%	16.1%	14.0%	-2.1%
From home without parental knowledge	4.6%	3.0%	5.5%	+2.5%
From friends	33.0%	38.3%	34.7%	-3.6%
Ask adults to purchase them	11.9%	6.0%	6.6%	+.6%
Buy them myself	2.8%	3.8%	4.0%	+.2%

**FAMILY MANAGEMENT PROBLEMS**

*This risk factor has been shown to increase the risk of drug abuse, delinquency, teen pregnancy, school dropout, and violence. Poor family management practices include lack of clear expectations for behavior, failure of parents to monitor their children (knowing where they are and who they are with), and excessively severe or inconsistent punishment.*

Middle School				
<b>Question 13</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>Percent Change</b>
When you are away from home how often do your parents or adults you live with know where you are?				
Every Time	52.1%	60.3%	61.6%	+1.3%
Most Times	35.9%	28.7%	27.2%	-1.5%
Sometimes	9.5%	9.6%	8.9%	-.7%
Rarely or Never	2.3%	1.4%	1.5%	+.1%

High School				
<b>Question 12</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>Percent Change</b>
When you are away from home how often do your parents or adults you live with know where you are?				
Every Time	32.6%	40.6%	41.0%	-.4%
Most Times	36.5%	41.7%	42.7%	+1.0%
Sometimes	18.8%	14.4%	11.2%	-3.2%
Rarely or Never	9.6%	1.9%	3.8%	+1.9%

Child Abuse and Neglect		1998	1999	2000	2001	2002
Churchill	Reported	442	353	359	301	330
	Substantiated	67	29	39	41	45
	Percent	15.2%	8.2%	10.9%	13.6%	13.6%
Rural Counties	Reported	2,687	2,539	2,402	2,269	2,455
	Substantiated	496	317	288	287	312
	Percent	18.5%	12.5%	11.7%	12.6%	12.7%
Nevada	Reported	13,705	13,384	12,797	13,325	13,195
	Substantiated	4,743	3,983	3,441	2,865	2,875
	Percent	34.6%	29.8%	26.9%	21.5%	21.8%

*\*percentage represents the number of the portion of total reports that are substantiated*

## LACK OF COMMITMENT TO SCHOOL

*Lack of commitment to school means the child has ceased to see the role of student as a viable one. Young people who have lost this commitment to school are at higher risk for problem behaviors.*

### Percent of students in grades 9 through 12 who were high school drop-outs.

	96-97	97-98	98-99	99-00	00-01	02-03
National	12.7%	13.0%	13.9%	13.1%	10.9%	4.8%
Nevada	9.9%	9.8%	7.8%	6.1%	5.0%	6.0%
Churchill	7.0%	6.6%	4.0%	2.0%	2.1%	2.6%

### Percent of students who received grades of mostly D's and F's during the past 12 months.

YRBS	2001	2003	2005
Churchill	7.4%	5.4%	6.1%
Nevada	9.8%	14.1%	15.2%
National	6.3%	6.4%	NA

### Percent of students who report missing at least 2 days of school a month.

YRBS	2001	2003	2005
Churchill	24.9%	16.5%	19.5%
Nevada	27.7%	25.3%	24.3%

### Truancy Rates

2003	Number of	Rate Per 1,000
Churchill	62	13.8
Nevada	2,786	7.3

### Percent of students that "sometimes", "rarely", or "never" feel that they are ac-

YRBS	2003	2005
Churchill	20.2%	23.1%
Nevada	22.8%	25.5%

\*United States numbers are not available

### Drop Out Rates by Ethnicity

#### Nevada

	1998	1999	2000	2001	02-03
Native American	11.9%	9.1%	8.3%	4.5%	6.6%
Asian Pacific Islander	7.7%	5.8%	4.6%	4.3%	4.7%
Hispanic	14.9%	11.9%	9.2%	7.9%	8.6%
Black	12.8%	11.2%	8.0%	6.3%	7.9%
White	8.2%	6.3%	4.9%	3.9%	4.7%

#### Churchill

	1998	1999	2000	2001	02-03
Native American	8.1%	6.1%	3.5%	1.3%	6.4%
Asian Pacific Islander	6.1%	2.9%	0.0%	0.0%	3.8%
Hispanic	13.8%	6.7%	5.4%	8.2%	5.5%
Black	0.0%	3.7%	0.0%	3.1%	2.9%
White	5.9%	3.7%	1.8%	1.7%	1.9%

**EARLY INITIATION OF PROBLEM BEHAVIOR**

*Research shows that youth who use substances at an earlier age are more likely to continue using and also develop substance abuse related problems later in life. Youth who engage in other risk behavior, like violence and delinquency, at a young age are also more likely to continue engaging in risk behavior.*

**How old were you when you smoked a whole cigarette for the first time?**

YRBS	2001	2003	2005	Percent Change
I have never smoked a whole cigarette	37.9%	53.7%	52.8%	−.9%
8 years old or younger	10.5%	6.0%	4.6%	−1.4%
9 or 10 years old	10.5%	7.6%	6.5%	−1.1%
11 or 12 years old	12.6%	10.0%	10.9%	+.9%
13 or 14 years old	19.0%	13.6%	13.9%	+.3%
15 or 16 years old	7.9%	7.0%	9.1%	+2.1%
17 years old or older	1.5%	2.2%	2.1%	−.1%

**How old were you when had your first drink of alcohol other than a few sips?**

YRBS	2001	2003	2005	Percent Change
I have never had a drink of alcohol other than a few sips	18.8 %	26.2%	23.9%	−2.3%
8 years old or younger	16.0 %	10.9%	9.3%	−1.6%
9 or 10 years old	6.7%	5.2%	8.5%	+3.3%
11 or 12 years old	17.0 %	15.0%	15.9%	+.9%
13 or 14 years old	22.4 %	22.1%	25.8%	+3.7%
15 or 16 years old	16.5 %	17.2%	14.2%	−3.0%
17 years old or older	2.6%	3.5%	2.3%	−1.2%

**How old were you when you tried marijuana for the first time?**

YRBS	2001	2003	2005	Percent Change
I have never tried marijuana	43.1%	54.6%	55.8%	+1.2%
8 years old or younger	5.6%	3.2%	1.7%	−1.5%
9 or 10 years old	6.2%	1.6%	5.1%	+3.5%
11 or 12 years old	11.0%	8.4%	6.7%	−1.7%
13 or 14 years old	19.0%	14.3%	17.7%	+3.4%
15 or 16 years old	13.6%	15.1%	11.4%	−3.7%
17 years old or older	1.5%	2.7%	1.7%	−1.0%

# Resource Assessment

Resource assessment allows a community to identify services and resources that already exist within the community that are available to reduce the impact of risk factors and build protective factors. An assessment allows the community to minimize duplication of efforts and to focus on increasing resources and services in areas that may be most in need.

Youth interact with others and with society at a variety of levels.

Researchers have outlined six domains or areas in which youth interact. These include:

- Individual
- Peer
- Family
- School
- Community
- Society/Environment

As a child grows, his or her interactions with family, peers, schools, work and community grows and changes also.

The opportunity to minimize risk and

enhance protection exists within each one of these domains. To increase the likelihood for success, the prevention plan ensures that resources and services are made available in all domains. It is not sufficient to build a prevention plan that targets only the school domain or only the family domain. Such a plan would not sufficiently meet the comprehensive opportunities for interaction of the developing youth.

The Churchill Coalition members met during April 2007 to gather and review information about existing programs and services. Churchill County is fortunate to have a number of services for youth and families, however, coalition members identified a need for additional services and resources within each domain for the following focus populations:

- All 12 to 19 year old youth and their parents;
- Elementary school age youth at-risk of initiation of problem behavior;
- Youth without supervision after school;

- All youth struggling with attendance and academic issues and their parents;
- Youth engaged in delinquent behavior and their parents;
- Low income families;
- Latino and Native American youth and parents; and
- Parents and community members at large.

Many of the community's programs are either researched based or are modeled after research based programs. Many programs are provided through the Juvenile Probation Department and the School District. The majority of programs and services are funded either entirely or in part by grants.

## EFFECTIVE PRINCIPLES IN SUBSTANCE ABUSE PREVENTION

- Should increase protection and decrease risk;
- Should target all forms of drug abuse (including alcohol & tobacco);
- Should equip parents to reinforce anti-drug norms;
- Should be adapted for specific local issues;

Also...

- Family-focused has a greater impact than parent or child only focused programs;

And Finally....

- One-shot activities and scare tactics are ineffective.

*NIDA Notes Volume 14, Number 6 (March 2000)*

# Strategies for Comprehensive Community Prevention Plan

Three strategies will be implemented to reduce the prioritized risk factors, increase protective factors and decrease the likelihood of problem behaviors among youth. These strategies are:

1. Support a comprehensive, community wide system to sustain effective prevention programs and services.
2. Support existing and implement new research based prevention programs and services that will reduce priority risk factors and increase protective factors.
3. Inform and educate the community about substance abuse and

related issues as well as available prevention services.

Action to carry out these strategies may include expansion of existing programs and services as well as implementation of additional research based practices. Coalition representatives reviewed prevention literature to assess which programs and services are most likely to reduce risk factors while increasing protective factors. Practices identified for continuation, expansion, or implementation are identified on pages 13-20.

The National Institute on Drug Abuse (NIDA) published effective principles in prevention. These principles

were reviewed and were taken into consideration during the strategies development process.

EFFORTS AND  
COURAGE ARE NOT  
ENOUGH WITHOUT  
PURPOSE AND  
DIRECTION.

**-John F. Kennedy**

## Recommended Programs & Services

**Strategy 1:** Support a comprehensive, community wide system to sustain effective prevention programs and services.

Effective prevention and a strong community coalition go hand in hand. Collaboration provides opportunities to leverage resources, reduces duplication, and increases effectiveness.

Prevention services in Churchill County are dependent upon grant funds for sustainability and growth. An important component of sustaining a comprehensive community prevention system is the capacity to leverage, access, manage and distribute resources.

Effectiveness is enhanced and outcomes improved when efforts are coordinated, gaps in services are identified, practices are sound, goals are established, evaluation is coordinated, and a comprehensive plan is

Program or Service	Service Location?	Who is it intended to reach?	Effectiveness?
Churchill Community Coalition	Churchill County	All community members	Research Based

implemented. Over the past two years, the Churchill Community Coalition has served as the community entity that coordinated community members, agencies, and service providers for the purpose of developing a comprehensive community prevention system.

Coalition members (50+) recommend that the Churchill Community Coalition continue to serve as the entity that will coordinate a community prevention system following the accepted research-based processes. Coordination of the community prevention system will include:

1. Coordinate collaboration among schools, agencies, businesses, media

- religious organizations, families, youth and others;
2. Access, manage and distribute resources to support the prevention plan;
3. Facilitate the ongoing implementation of effective practices by managing a research-based process for prevention planning; and
4. Provide assistance, training and evaluation support to community partners as they implement prevention programs and services.



## Recommended Programs & Services *(continued)*

**Strategy 2:** Support existing and implement new research based prevention programs and services that will reduce priority risk factors and increase protective factors.

Churchill County supports a variety of prevention programs. Based on a review of existing prevention services, prevention research and a community assessment, the following programs and services are recommended for continuation or implementation to improve the outcome for youth and families of Churchill County.

In addition to reducing the priority risk

factors, Churchill Coalition will continue to emphasize and focus on building assets, increasing protective factors and the protective processes that research indicates may prevent youth from developing health and behavior problems.

Protective factors reduce youth's risk for later problems by buffering the effects of exposure to risk factors. Research emphasizes two key protective factors:

**bonding** to pro-social family, school and peers, and **clear standards** or norms for behavior. The strategy identifies three processes that promote these protective factors: **opportunities** for involvement in productive pro-social roles, **skills** to be successfully involved in these roles, and

consistent systems of **recognition** and reinforcement for pro-social involvement. These factors can protect against the development of conduct problems, school misbehavior, truancy, and drug abuse.

Following is a brief description of the existing as well as needed programs or services.

**Get Real About Violence** - A Promising Program under the Center for Substance Abuse Prevention (CSAP). This is a school-based program currently being utilized by West End Elementary School. The program helps youth build core character elements and helps build school assets such as positive peer

EXISTING PROGRAMS & SERVICES			
Program / Strategy	Service Location	Who is it intended to reach?	Effectiveness?
Get Real About Violence	School Based	K-6th grade	CSAP Promising
Why Try? (Lifeskills)	Community Based	5-12th grade	Research Based
Ropes Course	Community Based	14-19 year olds	Research Based
CHARACTER COUNTS!	School Based	All community members	Josephson Institute
40 Developmental Assets	Community Based	All community members	Search Institute
Peer Mediation	School Based	10-18 year olds	Dept. of Education
Mentor Links	Community Based	10-18 year olds	Research Based
S.T.E.P.	Community Based	All parents	CSAP Model Program
Parents as Teachers	Community Based	All parents	CSAP Model Program
Strengthening Families	Community Based	All parents	CSAP Model Program
Summer School Program	School Based	6th-12th grade	Dept. of Education
Baby Think It Over	School Based	6th - 12th grade	Research Based
Every Fifteen Minutes	School/Community Based	High School	Research Based
21 <sup>st</sup> Century After-School	School Based	6 <sup>th</sup> -8 <sup>th</sup> grade	Dept. of Education
Wilderness / Leadership and Resiliency	Juvenile Probation	14-19 year olds	CSAP Model Program
Family Mediation / Brief Strategic Family Therapy	Juvenile Probation	Parents of adjudicated youth	CSAP Model Program
D.A.R.E.	School Based	6 <sup>th</sup> & 8 <sup>th</sup> grade	Research Based
Parenting Wisely	Community Based	All parents	CSAP Model Program
Creating Lasting Family Connections	Community Based	9-17 year olds	CSAP Model Program
Boys & Girls Club / Smart Moves	Community Based	10-17 year olds	CSAP Model Program
Project Northland	School/Community Based	Middle and High School	CSAP Model Program
Girls' Circle	Juvenile Probation/ School	Girls ages 12 to 18	OJJDP Model Program
NEEDED PROGRAMS & SERVICES			
All Stars	Community Based	Middle School	CSAP Model Program
Guiding Good Choices	School/Community Based	Middle School	CSAP Model Program
Project Toward No Drug Abuse	School/Community Based	High School	CSAP Model Program

## Recommended Programs & Services *(continued)*

influences, a feeling of safety, a caring school climate and personal control.

**Why Try?** – Builds social and emotional skills. Studies have shown that after social and emotional training, there is a reduction in discipline problems, students “on task” behaviors improve, focus, learning, collaboration and classroom behavior improves, hostility decreases and students respond to setbacks with hope and resiliency rather than anger and hopelessness. This is a community-based program that is currently being used by the juvenile probation department and the school district.

**Ropes Course** – Builds leadership, team cooperation, communication, goal setting and planning skills. Operated by the Churchill County Parks and Recreation Department, it is used by juvenile probation, schools and other agencies. This is a community-based program

**CHARACTER COUNTS!** – A community-based program that teaches the universal character pillars of trustworthiness, respect, responsibility, fairness, caring and citizenship. This program is incorporated in many of the Coalition members to include all the schools, juvenile probation, the hospital, Fallon police department, Job Opportunities in Nevada, and many others.

**Stand Tall Don't Fall** – A system of environmental strategies designed to address issues around underage drinking.

**40 Developmental Assets** – A researched based approach to healthy development. The program identifies 40 critical factors for young people's growth and development and is used in conjunction with a number of programs throughout the community.

**Peer Mediation** – A researched based program that teaches youth to help resolve the conflicts and dis-

putes of others in a peaceful manner. This is a school-based program.

**Mentor Links** – A researched based program that matches at risk youth with caring adult volunteers. Mentor Links is a program sponsored by the Churchill County Juvenile Probation Department and FRIENDS Family Resource Center. It matches youth with adult volunteers. The adult volunteer spends a minimum of two hours a week with the youth doing fun and enriching activities.

Mentoring programs are proven to be effective in reducing at-risk activities among youth. It has been shown that caring adults in mentoring programs can prevent substance abuse and improve educational achievement and social development. The bottom line, the more positive adults that a child has in their lives, the better off they are.

The Mentor Links program matches youth within the community who are between the ages of 10 and 18. The match is for a period of one year.

**Systematic Training for Effective Parenting** – A researched based parenting program that provides a practical approach to parenting. It provides the parent with the tools necessary to effectively discipline their teen, and establish rules and consequences that make sense. It also helps the parent identify the goals of their teen's misbehaviors and how to effectively respond to that misbehavior. The class identifies different parenting styles and helps the participants determine the parenting style they most frequently use. The class also discusses the benefits of encouragement vs. discouragement and how the former can be an extremely effective tool for promoting change in behavior.

**Parents and Teachers** – A researched based program that involves families with young

MOST OF THE IMPORTANT THINGS IN THE WORLD HAVE BEEN ACCOMPLISHED BY PEOPLE WHO HAVE KEPT ON TRYING WHEN THERE SEEMED TO BE NO HOPE AT ALL.

**-Dale Carnegie**

children that helps parents lay a strong foundation during their child's earliest years to promote their child's future success in school.

**Strengthening Families** – This is a researched based program for parents and youth. It consists of weekly class of 2-3 hours containing five curriculum component areas:

- Cultural/Spiritual
- Enhancing Relationships-Violence Prevention
- Positive Discipline
- Rites of Passage
- Community Involvement

All components areas are used to assist parents and children in developing strong ethnic/cultural roots, a positive parent-child relationship, and life skills necessary for functioning in today's society.

Anger management and positive discipline approaches are integrated to enhance parent ability to model and teach as vehicle for fostering high self-esteem, self-discipline, and social competence.

**Summer School Program** – Allows high school youth to earn high school credits in physical education, and numerous academic classes. These classes are taught by accredited instructors from the Churchill County School District and staff from the Churchill County Juvenile Probation Department.

**Baby Think It Over** – The core of the Program is a parenting simulation using Baby Think It Over<sup>®</sup>, a computerized infant

## Recommended Programs & Services *(continued)*

simulator. The parenting simulation is designed to help young adults understand three important facts about babies: (1) Babies' demands are unpredictable and must be met promptly, (2) Babies require a great deal of time and attention, and (3) Babies change a parent's life profoundly. The Program helps young adults explore the physical, emotional, social, financial consequences of parenthood.

**Every Fifteen Minutes** The Every 15 Minutes Program is a nationwide program designed to prevent drunk driving and other behaviors associated with drunk driving. The Every 15 Minutes Program offers real-life experience without the real-life risks and is designed to dramatically instill teenagers with the potentially dangerous consequences of drinking alcohol.

It involves a simulated traffic collision caused by a student who has been drinking and driving. Rescue workers treat the injured student/teacher participants and the coroner handles fatalities on the scene. Sheriff Officers investigate, arrest, and book the student "drunk driver". Student participants continue their experience by an actual trip to the morgue, the hospital emergency room, and to the sheriff's department, district court and then jail. At the end of the day, those students who participated in the staged accident as well as those who were made-up as the "living dead" are transported to an undisclosed location for an overnight student retreat. The retreat simulates the separation from friends and family and serves to educate the participants further on the harms of drinking and driving and how they can relate their experiences to their friends when they return home.

The next day a mock funeral service is held at the High School. The as-

sembly begins with a video of the prior day's events. Student participants and their parents then share their personal reflections of their involvement in this program.

The focus of the assembly stresses that the decision to consume alcohol can affect many more people than just the one who drinks.

### **21<sup>st</sup> Century After-School**

**Program** - This program is grant funded by the 21st Century Community Learning Center. The program is for 6th, 7th, and 8th grade students who have been identified as at risk. The program offers a safe place for students to be during the after-school hours of 3:00 p.m. to 6:00 p.m. The program hopes to help students with academics, recreation, enrichment, and community awareness.

The 21st Century After-school Program has an objective to develop protective resiliency in youth through improved academic levels to meet or exceed the high state standards, enhanced socialization, integrated character development and community involvement.

**Leadership and Resiliency** - The Wilderness Program is a 28 week program for adjudicated youth that emphasizes team building, and leadership development. The program strives to develop skills in decision making, refusal skills, appropriate communication, personal values and academic achievement.

IF YOU BUNGLER RAISING  
YOUR CHILDREN, I DON'T  
THINK WHATEVER ELSE  
YOU DO MATTERS VERY  
MUCH.

**-Jacqueline Kennedy**

The youth participate in numerous classes including character education, decision making, refusal skills, resisting peer pressure, irrational thought processes, personality development, gateway drugs and effective communication. Additionally, the parents of the youth attend parenting classes.

They participate in numerous physical challenges that allow them to practice the skills used during classes. These physical challenges include day hikes, ropes courses (to include an advanced leadership course), a rock climbing course, canyoneering, canoeing, a 40 mile Arc Dome Wilderness Hike and a 40 mile Desert Hike.

This program is a cooperative effort between the Juvenile Probation Department, Parks and Recreation and Job Opportunities In Nevada (JOIN). JOIN supplies partial funding for the program and job training and placement for the youth. The Probation Department administers the program and provides partial funding. Parks and Recreation facilitates the low element ropes courses. The Churchill Community Coalition provides funding for this program via its SIG implementation grant.

**D.A.R.E.** (Drug Abuse Resistance Education) - A school-based service provided by the Churchill County Sheriff's Department. It is taught in all 6<sup>th</sup> grad classrooms with a follow-up component in the 8<sup>th</sup> grade.

**Parenting Wisely** is a self-administered, computer-based program that teaches parents and their 9-18 year-old children important skills for combating risk factors for substance use and abuse. The Parenting Wisely program reduces children's aggressive and disruptive behaviors, improves parenting skills, enhances family communication, develops mutual support, and in-

## Recommended Programs & Services *(continued)*

children's aggressive and disruptive behaviors, improves parenting skills, enhances family communication, develops mutual support, and increases parental supervision and appropriate discipline of their children.

While the intervention is delivered on a personal computer, neither computer familiarity nor literacy is necessary in order to independently and successfully use the program. Parents interact intensively with the video-rich program, which prompts them to choose family scenarios relevant to them; within the chosen scenario, watch a challenging situation; and resolve the situation by choosing from among the three problem resolution methods presented.

**Creating Lasting Family Connections** is a comprehensive family strengthening, substance abuse and violence prevention curriculum. Program results documented with children 11 to 15 years old, have shown significant increases in children's resistance to the onset of substance use and reduction in use of alcohol and drugs.

Creating Lasting Family Connections involves –

- Identifying, recruiting, assessing, and selecting the community system(s) that will serve as the focal point of the program.
- Creating, orienting, and training a small cadre of community volunteers to advocate for youth and their families in high-risk environments, and recruiting and helping retain those families in the program.
- Recruiting youth and families in high-risk environments who are willing to participate in the program.
- Administering six highly interactive training modules, three each to both parents and youth, separately.
- Providing early intervention services and follow-up case management services to connect families to community resources and appropriate alternative activities when necessary, separately.
- Providing early intervention services and follow-up case management services to connect families to community resources and appropriate alternative activities when necessary.

This program is provided by the New Frontier Treatment Center and is funded by the Churchill Community Coalition through its SIG implementation grant.

**Boys and Girls Clubs of America** offer youth an opportunity to discover their needs, pursue their interests, nurture their talents, broaden their viewpoints, dissolve their prejudices, resolve their conflicts, set their goals, understand themselves, and have fun! Boys and Girls Clubs build character through everyday leadership and guidance in behavior and attitude. Young people of all nationalities, races, and creeds join together in wholesome recreation and companionship. Most importantly, the Boys and Girls Club shows youth that someone cares and wants them to realize their full potential as productive, responsible and caring citizens.

The Boys and Girls Club has a youth development strategy that promotes a sense of competence, a sense of usefulness, a sense of belonging, and a sense of power or influence. These are accomplished through core programs of character and leadership development, education and career development, health and life skills, the arts and sports, fitness and recreation.

The **SMART Moves** program is a skills mastery and resistance training program that uses a prevention team

comprised of adult staff and teen peer leaders to teach club members the dangers of drugs, alcohol and tobacco.

**Project Northland** is designed for 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> graders and addresses both individual behavioral change and environmental change. Project Northland also strives to change how parents communicate with their children, how peers influence each other, and how communities respond to young adolescent alcohol use.

Components include:

- Parental involvement
- Behavioral curricula
- Peer-led small group activities
- Community mobilization
- Strategies to reduce access to alcohol.

The four components of Project Northland are:

- Slick Tracy Home Team Program (6<sup>th</sup> grade) involves eight 45-minutes classroom sessions that promote discussion of alcohol-related issues at school and at home
- Amazing Alternatives (7<sup>th</sup> grade) consists of eight 45-minute classroom sessions
- PowerLines (8<sup>th</sup> grade) consists of eight 45-minute sessions teach students how communities influence behavior and how students can create change in communities
- Supercharged! Youth are placed in a leadership role to support healthy activities and initiatives in their community.

**Girl's Circle** is designed to foster self-esteem, help girls maintain authentic connection with peers and adult women in their community, counter trends towards self-doubt, and allow self-expression through verbal sharing and creative activity. Themes that are covered relate to the

## Recommended Programs & Services *(continued)*

girls' lives such as being a girl, relationships, body image, goal setting, sexuality, substance abuse, economic literacy, competition and assertiveness skills. The participants attend weekly sessions for a period of ten weeks.

**All Stars** is a school-or community-based program designed to delay the onset of or prevent high-risk behaviors in middle school age students (11-14). It affects youth substance use, violence, and premature sexual activity by fostering development of positive personal characteristics.

All Stars is based on strong research that has identified the critical factors that lead young people to begin experimenting with substances and participating in other high-risk behaviors. The program is designed to reinforce positive qualities typical of youth at this age; it works to strengthen five specific qualities vi-

tal to achieving preventive effects:

- Developing positive ideals and future aspirations
- Establishing positive norms
- Building strong personal commitments
- Promoting bonding with school and community organizations
- Promoting positive parental attentiveness.

These qualities are developed through small group activities, group discussions, enjoyable and meaningful worksheet tasks, videotaping, games and art activities.

**Guiding Good Choices** (formerly Preparing for the Drug Free Years) is a program that targets families with children aged 8 to 13. The program is presented in five two-hour workshops and has been shown to reduce alcohol and marijuana use, reduce

the progression of substance abuse, and help keep non-users drug free.

**Project Toward No Drug Abuse** is a program for high school aged youth that consists of 12 40 to 50 minutes lessons that has been show to reduce tobacco, marijuana, and alcohol abuse. The program also has been show to reduce other drug use and reduce the number of males who carry weapons (violence).

They always say  
times change things,  
but you actually have  
to change them your-  
self.

**-Andy Warhol**

**Strategy 3:** Inform and educate the community about substance abuse and related issues as well as available prevention services.

Coalition members recognize that historically, prevention has been directed at individuals. The goal of individually focused prevention is to reduce risk factors and increase protective factors. During the development of the prevention plan, from 2000-2001, it was recognized that in addition to the existing programs, we needed to have global community programs that were environmentally focused. Coalition members came to recognize that environmentally focused strategies take into account the belief that individuals are influenced by a complex set of factors, such as the rules and regulations of the social institutions, the norms of the community in which they live, the mass media messages, and the accessibility of alcohol, tobacco, and illicit

Program or Service	Service	Who is it intended to reach?	Effectiveness?
Enforcement for Underage Drinking Laws (EUDL)	Community Based	Alcohol Retailers, and other Adults	Research Based
Meth Task Force	Community	All Community	Research Based
Communities Mobilizing for Change on Alcohol	Community Based	18-20 year olds, Alcohol retailers	CSAP Model
Responsible Beverage Service	Community Based	Retailers, Parents & other adults	CSAP Model
Tobacco Prevention Environmental Strategies	Community Based	Grades 4 to 12 and community	Research Based
Retailer Directed Interventions	Community Based	Retailers, Parents & other adults	Research Based
Associate RADAR Center	Community Based	All Community Members	Research Based
Coalition Website	Internet	All Community Members	Research Based

## Recommended Programs & Services *(continued)*

drugs. Strategies focused on the environment have the ability to reach entire populations and reduce collective risk. Environmental strategies have been shown to substantially reduce consumption and use-related problems, including traffic crashes, unintentional injuries, suicide, cirrhosis mortality, and assault offenses. With an understanding that the environment in which families raise children plays a key role in the healthy development of the child, coalition members propose multiple programs and services to support an environment that offers fewer opportunities to use substances. The coalition recommends focus on the following populations\*:

- Elementary school grades 4-6, middle school grades 7-8, and high school 9-12.
- Alcohol and tobacco retailers and merchants
- All 18 to 20 year olds
- All parents and community adults.

\*Programs and services must be designed to meet the needs of all cultures served including Latino and Native American.

Based on a review of prevention research and a community assessment, the programs and services listed on this page are recommended for continuation, expansion or implementation to increase community norms that support healthy lifestyles for the Churchill County youth and families.

**Enforcement for Underage Drinking Laws (EUDL) is a research based prevention system** that was implemented in the Tri-County communities recently to increase compliance with laws concerning underage drinking. Local youth and adults received training from the EUDL Training Center. The goal of the training is to provide science-based, practical, and effective training and technical

assistance to communities. Trainings build on police operations with guidance on topics such as:

- Compliance checks at on and off sale establishments;
- Dealing with false identification;
- Working with merchants to reduce sales to minors;
- Operations, such as “shoulder tap” programs, to reduce third party sales;
- Techniques for preventing and breaking up underage parties;

Media advocacy training is designed to assist community coalitions with their overall strategy to work with the media to draw the public to their issue and interest them in the fight against underage drinking. Goals of the training are to:

- Develop a media strategy to assist a community’s overall underage drinking prevention strategy
- Provide participants the information and the skill to develop “media bites” that will assist them in their media campaigns.
- Provide participants with the knowledge of how to work with the media within their communities.

**Churchill Community Coalition Methamphetamine Task Force** is a environmental strategies program that take uses research based elements to educate and inform the community regarding the impact of methamphetamine. The task force combines elements of public education, school based programming, retailer training, and existing programs to confront the meth problem in Churchill County.

**Communities Mobilizing for Change on Alcohol (CMCA)** is a community organizing effort designed to change policies and practices of major community institutions in ways that reduce access to alcohol by teenagers. The objective of CMCA is to

reduce the flow of alcohol to youth from illegal sales by retail establishments, and from provision of alcohol to youth by other adults in the community.

**Responsible Beverage Service recognizes that** the behavior of people who serve alcohol and the policies of drinking establishments can influence the behavior of the patrons. Activities include:

- Conducting responsible server training programs;
- Enforcing laws prohibiting alcohol service to intoxicated patrons;
- Promoting responsible beverage service.

The **Tobacco Prevention Environmental Strategies Program** is a Coalition environmental strategies program that seeks to prevent youth tobacco use. The program is comprised of a youth team who provides peer prevention education including the Tobacco Awareness Carnival for 4th and 5th grades students. The program also provides public service announcements, the “Clean Cuisine Campaign”, and tobacco prevention education services at Lahontan Valley High School.

**Associate Regional Alcohol and Drug Awareness Resource (RADAR) Centers** gather, share, and exchange information responding to both the immediate and the long-term substance abuse prevention needs of their communities and operate as an integral part of the National Clearinghouse for Alcohol & Drug Information (NCADI) distribution system. Through its close relationship with NCADI, the RADAR Network receives a wealth of information, materials, and resources that enable it to provide and coordinate prevention outreach to special populations and regions while concurrently addressing their own unique needs. Nearly all

## Recommended Programs & Services *(continued)*

materials are provided at no or very low cost to the RADAR center.

**Coalition Website.** In March 2003, the Coalition began a weekly column that advertised prevention programs offered by Coalition members.

Classes, activities and member updates are included each week that have raised the attendance and visibility of these programs. This has also served to keep the Coalition and its mission in the public's eye. In addition, members of the Coalition have purchased shirts and items with the Coalition Logo and Mission that serve to increase awareness and promote the activities and services.

# Churchill Community Coalition



I never did anything  
worth doing by acci-  
dent, nor did any of my  
inventions come by ac-  
cident; they came by  
work.

-Thomas A. Edison

“Building community bridges to  
promote positive behavior.”

## Implementation Strategy

The Churchill Community Coalition will serve the community by sustaining a community prevention system and coordinating implementation of the prevention plan through community partners. The coalition will coordinate a process designed to objectively identify community partners who will implement programs and services outlined in the prevention plan to meet the identified priorities for youth and families. The coalition will work with community partners to leverage, access, manage and distribute resources for implementation of the plan. Additionally, the coalition will provide assistance to community partners with training, data management, resource reporting, evaluation, and other assistance as requested. Implementation priority

will be given to the programs and services identified in this plan. Attention will be given to program fidelity as well as adaptations to appropriately address cultural and other unique considerations of the diverse population identified in this plan. The coalition may support additional programs and services as necessary to meet the changing needs of the youth and families of the Churchill County community.

### KEY STEPS TO IMPLEMENTATION

1. Inform community members about the Community Prevention Plan and the Coalition.
2. Access resources needed for community partners to implement programs and services.
3. Make resources available to community partners.
4. Support community partners with implementation of the plan.
5. Evaluate to determine if programs and services are achieving the intended impact.
6. Sustain the community prevention system; update the plan to continually meet the changing needs of youth and families.

## Sustainability Strategy

Implementation goes hand-in-hand with sustainability. In an effort to continue to sustain the Churchill Community Coalition as a viable community based nonprofit with a focus on youth prevention, the Churchill Community Coalition will undertake the following steps:

- Continue to seek grant based support from federal, state, and foundation funders.
- Work with community prevention providers to help to institutionalize prevention programs and services to ensure the continued implementation of these programs beyond the end of grant funding.
- Continue to support existing in-kind relationships and cultivate new in-kind relations to bring community resources to bear on the strategies outlined in this plan.
- Explore opportunities for seeking non-grant based funding includ-

ing business ventures (social entrepreneurship), community fund raising,

and corporate/business partnerships.

Coalition Funds				
Source	Supporting	Annual Amount	Ending	Renewable
Strategic Prevention Framework State Incentive grant	Alcohol Prevention and Education	\$99,000.00	June 30, 2010	Yearly through 2010
SAPT Block Grant	Coalition Infrastructure and Development	\$95,000	June 30, 2009	Annual Application



## Coalition Funds Continued

Existing Funding	Supporting	Annual Amount	Ending	Renewable
Fund for a Healthy Nevada	Environmental Tobacco Prevention	\$14,000.00	June 30, 2008	07-08 submitted
Coalition Operating Fund	Coalition	\$1,500	N/A	Coalition Fund Raising
EUDL Fund Balance	Prevention of Underage	\$25,000	N/A	N/A
<b>Total</b>				
Proposed Funding	Supporting	Annual Amount	Application	Renewable
Nevada Department of Public Safety Traffic Safety Grant	Coalition Prevention Programming	TBD	2007	Annual Application
Foundation Grants	Coalition Prevention Programming	TBD	2007	Varies by funding entity

## Sustainability Considerations

The Churchill Community Coalition is in a unique position with regards to fund raising in that the Coalition can not compete with local prevention providers and other local agencies for funding, hence the Coalition has to consider alternative fund raising methodologies. The Coalition must work to create partnerships, with local providers and statewide organizations, in order to seek funding, and the Coalition must explore options beyond grant funding in order to ensure its sustainability. In order to do this the Coalition must create ad hoc committees to explore non-grant sources of funds. For example, in a sustainability study done for the local treatment center, it was suggested that franchising and social entrepreneurship be explored to provide continued funding. Toward this end, the Coalition will create an ad hoc committee to explore non-grant and non-traditional fund raising practices.

This strategy, however, must be pursued in a responsible manner as it is crucial that any business type venture the Coalition may engage in must be socially responsible and promote a no-use message to youth.

### Possible Sustainability Strategies

- Set up automatic payroll deductions with local business/banks
- Hold fund raising events including silent auctions, dinners, etc.
- Move the Coalition toward a community foundation/United Way model
- Approach local governments regarding the Coalition obtaining tax funds
- Engage the Board of Directors in intensive fund raising activities

Opportunity is missed  
by most people because  
it's dressed in overalls  
and looks like work. -  
Thomas Edison

# Evaluation

**Long term impact** of the prevention plan will be monitored by indicators tracked in Nevada's Youth Risk Behavior Survey (YRBS) and Nevada Department of Education data related to each of the Risk Factor and Problem Behavior indicators identified on the following pages. Baseline data was established using the most current data available.

## Risk Factor Outcomes

<b>Availability of Drugs:</b> Decrease the availability of drugs as reported by high school students by the year 2007. <i>(Baseline—YRBS 2001)</i>	<b>Goal</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>+/-</b>
Decrease the number of students buying their own cigarettes in a store during the past 30 days to:	6.2%	11.5%	10.0%	7.5%	-1.5%
Decrease the number of students who had someone offer, sell, or give them an illegal drug on school property during the past 12 months to:	28.0%	37.7%	33.5%	34.7%	-3.0%

<b>Family Management Problems:</b> Improve family management as reported by high school students by the year 2007. <i>(Baseline—YRBS 2001)</i>	<b>Goal</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>+/-</b>
Increase the number of students who report that parents or adults they live with know where they are and who they are with "most" or "every time" when they are away from home to:	80.0%	69.1%	82.3%	83.7	+14.6 %

<b>Lack of Commitment to School:</b> Increase commitment to school as reported by high school students by the year 2007. <i>(Baseline-YRBS 2001 and school district report 2001)</i>	<b>Goal</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>+/-</b>
Decrease the percent of students who received grades of mostly D's and F's during the past 12 months to:	6.0%	7.4%	5.4%	6.1%	-1.3
Decrease the percent of students that "rarely" or "never" feel that they are accepted at school to:	8.0%	10.5%	7.8%	9%	-1.5
Decrease the percent of students who report missing at least 2 days of school a month to:	15.0%	24.9%	23.0%	27.9%	+3.0%
Decrease the percent of students in grades 9 through 12 who were high school drop-outs to:	2.0%	2.1%	2.6%	?	+6%

<b>Age of Onset:</b> Increase the age at which high school students first use substances by the year 2007. <i>(Baseline— YRBS 2001)</i>	<b>Goal</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>+/-</b>
Decrease the percent of students who report first smoking a whole cigarette at	30%	52.6%	37.2%	35.9%	-16.7%
Decrease the percent of students who report having their first drink of alcohol, other than a few sips, at age 14 or younger (Among those report having had a	52%	62.1%	53.2%	59.5%	-2.6%
Decrease the percent of students who report first trying marijuana at age 14 or	25%	41.8%	27.5%	31.2%	-10.6%

## Evaluation *(continued)*

### Problem Behavior Outcomes

Decrease the lifetime prevalence rate of substance abuse as reported by high	Goal	2001	2003	2005	+/-
Decrease alcohol use to:	65.0%	81.3%	79.1%	79.2%	-2.1%
Decrease cigarette use to:	60.0%	75.1%	60.8%	62.6%	-12.5%
Decrease marijuana use to:	40.0%	56.7%	45.1%	43.9%	-12.8%
Decrease cocaine use to:	10.0%	20.3%	10.5%	10.1%	10.2%
Decrease inhalant use to:	10.0%	20.3%	13.2%	15.5%	-4.8%
Decrease methamphetamine use to:	10.0%	23.7%	14.1%	12.6%	-11.1%
Decrease the thirty-day prevalence rate of substance abuse as reported by	Goal	2001	2003	2005	+/-
Decrease alcohol use to:	38.0%	50.0%	48.8%	48.8%	-1.2%
Decrease cigarette use to:	35.0%	44.1%	25.9%	29.7%	-14.4%
Decrease marijuana use to:	22.5%	31.9%	22.4%	22.1%	-9.8%
Decrease cocaine use to:	5.0%	10.3%	4.1%	5.5%	-4.8%
Decrease inhalant use to:	5.0%	7.4%	3.5%	6.5%	-.9%
Increase the age of first time substance use as reported by high school students	Goal	2001	2003	2005	+/-
Decrease the percent of first time alcohol use before age 15 to:	50.0%	62.1%	53.2%	59.5%	-2.6%
Decrease the percent of first time cigarette use before age 15 to:	40.0%	52.6%	37.2%	35.9%	-16.7%
Decrease the percent of first time marijuana use before age 15 to:	30.0%	41.8%	27.5%	31.2%	-10.6%

### Program or Service Impact

**Short term impact** of the prevention plan will be monitored by tracking and reviewing the impact of each program or service identified in the plan. Baseline data will be established for all programs by the end of calendar year 2003 and review of all indicators will be reported on a quarterly basis to coalition representatives and to the community at large in an annual report. Examples of short term assessment indicators include:

- The coalitions' progress toward coordinating and sustaining a comprehensive community prevention system and the capacity to leverage, access, manage and distribute resources to support prevention practices;
- Progress toward increasing family management skills; decreasing family conflict; increasing family cohesion and bonding; decreasing reported child abuse; increasing parent's and youth's attitudes supporting **no** ATOD use by youth;
- Progress toward significant gains in academic achievement; decreasing discipline referrals, absenteeism, truancy, and suspension rates of students; and
- Progress toward decreasing the number of illegal sales to intoxicated and underage individuals; improvements in responsible service practices and management practices; improvements in merchant compliance and vendor compliance rate with tobacco purchase laws.

## Community Partners

*(non-inclusive, current 05-31-2007)*

21 <sup>st</sup> Century Learning Center (C3)	Churchill County Social Services	Joe Lane and Kafoury, Armstrong, and Company
4-H Club	Churchill Economic Development	Judges of the 3rd Judicial District Court
Nevada Job Connect	City of Fallon, Mayor and Council	High Desert Counseling
Bob Withers and Charter Communication	North Central Narcotics Task Force	Mentor Links
CC Communications	Division of Child and Family Services	NAS Fallon
Department of Public Safety Investi-	Lahontan Valley News	New Frontier Treatment Center
Fallon Star Press	Fallon Ministerial Association	Northern Nevada Center for Independent Living
Banner Churchill Community Hospi- tal	Epworth United Methodist Church	NV Commission for National Community Service
Churchill County Commission	F.R.I.E.N.D.S. Family Resource Center	P.E.A.C.E. Project
Churchill County District Attorney's	Fallon Boys and Girls Club	Mackedon, McCormick, and King,
Churchill County High School	Fallon Mental Health	Nevada Rural Clinics
Churchill County Justice Court	Fallon Municipal Court	Statewide Native American Coalition
Churchill County Juvenile Probation	Fallon Optimist Club	Stepping Stones Youth Center
Churchill County Parks and Recreation	Fallon Paiute Shoshone Tribe	State Senator Mike McGuiness and KVLV Radio
Churchill County Planning Department	Fallon Police Department	UNR Cooperative Extension
Churchill County School District	Dr. Galen Reimer	West End Elementary School
Churchill County School District	Lahontan Valley High School	Western Nevada Insurance Services
Churchill County Sheriff's Office	Job Opportunities in Nevada	Chamber of Commerce

## Churchill Community Coalition

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